

Home Furnishings Calendar 1951

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances.*
 * ***** *

* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
 * ***** *

* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events; *
 * last minute changes and revisions are added each week as scheduled. *
 * ***** *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW BREAKFAST A breakfast for the press, by invitation only, will be held on this date and followed by an Open House on Friday, Feb. 9, 9 A.M. to 5:30 P.M., also by invitation only. The new showrooms of this concern will be on view. They will open to the trade for business on Monday, Feb. 12 at 9 A.M. Publicity: Martha Kai, MU. 8-7900.	KNOLL ASSOCIATES, INC.	575 MADISON AVENUE
Thursday Feb. 8 10:00 A.M.	PRESS PREVIEW OF HOMEMAKERS' CARNIVAL A press preview, by invitation only, will start in the Crosley Animated Kitchen on the 8th floor and continue on the 5th - the Floor for Better Living. The carnival will feature daily shows in the Special Events Center with broadcasts by Martha Dean and many celebrity guests. There will be exhibits, demonstrations, prizes, table settings, cooking classes and many new ideas. The Carnival will open to the public on Monday, Feb. 12 and continue through Feb. 24. At the same time on Feb. 8 the press will see the new A. & S. Food Shop on the street floor. This food market will be geared to today's shopping needs and will feature pre-cooked and ready-to-serve foods. It will remain open until 6:30 daily and until 9 P.M. on Thursdays and will open on Feb. 12. Contact: Frances Bemis, Director of Feature Events, TR. 5-7200.	ABRAHAM & STRAUS	FULTON STREET BROOKLYN, N.Y.
Thursday Feb. 8 12:00 M.	NEW PRODUCT TO BE INTRODUCED A new detergent will be introduced to household editors at a luncheon given by Proctor & Gamble. By invitation only. Publicity: Pauline Bowie, TE. 8-5000.	PROCTOR & GAMBLE	SHERRY-NETHERLAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8	SHOWING OF PRINTS A collection of old prints, matted and framed, will go on view at this time, both at the decorators' showroom in room 3 at the address above and at the retail showroom at 144 East 61st Street, New York 21, N. Y. Contact: Donald Fettretch or Thelma Ziemer, MU. 8-6088 or TE. 8-7978.	FETTRETCH & ZIEMER	145 EAST 53RD STREET
Thursday Feb. 8	CHANGE OF NAME The American Designers' Institute has voted to change its name to Industrial Designers' Institute in order to indicate more clearly the scope of its members' activities. Contact: Robert I. Goldberg, 79 Madison Avenue, LE. 2-6575.	AMERICAN DESIGNERS' INST.	115 EAST 40TH STREET
Thursday Feb. 8 May 31	TWO DECORATING COURSES Two evening courses in interior decoration are offered. The first, Interior Decoration, will be held Thursdays from 6:15 to 8 P.M. Fee, \$25; materials, \$3. The second, Workshop in Interior Decoration, will be held Thursdays, from 8:10 to 9:55 P.M. Fee, \$30; materials, \$3. Contact: Div. of General Education, N.Y. University, Washington Sq., New York 3, N. Y.	N. Y. UNIVERSITY	WASHINGTON SQUARE
Feb. 11- Feb. 14	WESTERN AREA JEWELRY & SILVERWARE SHOW, BILTMORE HOTEL, LOS ANGELES, CAL. CONTACT: LOS ANGELES TRADE FAIR, INC., 1151 S. BWAY, LOS ANGELES, CAL.		
Feb. 11- Feb. 15	SEATTLE WESTERN MDSE. EXHIBITORS ASSN. SHOW, OLYMPIC & NEW WASHINGTON HOTELS, SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRAN., CAL.		
<u>WEEK BEGINNING MONDAY, FEBRUARY 12, 1951</u>			
Feb. 12	LINCOLN'S BIRTHDAY (Monday).		
Tuesday Feb. 13 12:15 P.M.	20TH ANNIVERSARY LUNCHEON Dorothy Shaver, president of Lord & Taylor, will be the speaker at this luncheon marking the 20th anniversary of the organization. She will speak on Department Stores - Crossroads of Community Life. Tickets, \$4 for members, \$4.50 for guests. Contact: Ethel Kremer, CI. 7-3940.	FASHION GROUP, INC.	HOTEL ASTOR
Tuesday Feb. 13 7:30 P.M.	MEETING Speakers at this meeting will be Melanie Kahane, A.I.D., and James Forbes of General Electric. Their subject: "Color - a Necessary Adjunct to Lighting." Publicity: Winonah Murphy, JU. 6-2424.	RESID. LIGHTING FORUM	570 LEXINGTON AVENUE
Feb. 13-15	RADIO-TELEVISION MFRS. ASSN. PARLEY, STEVENS HOTEL, CHICAGO, ILLINOIS.		
Feb. 13-23	BRITISH FURNITURE & ALLIED TRADES EXHIBITION, LONDON, ENGLAND.		
Feb. 14	VALENTINE'S DAY.		
Feb. 14- Feb. 18	FORT LAUDERDALE HOME SHOW, FORT LAUDERDALE, FLORIDA. CONTACT: C. H. BROOKS, MGR., 252 N.E. 54TH STREET, MIAMI, FLORIDA,		
Thursday Feb. 15 12:15 P.M.	REGULAR LUNCHEON Mrs. Franklin Delano Roosevelt will be the speaker at this luncheon. Her subject will be "At Home Today." Mrs. Roosevelt has for years had a great interest in the home furnishings industry because of her activity as co-founder of the Val-Kill furniture manufacturing enterprise at Hyde Park. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 15	FIRST NATIONAL CARPET DESIGN COMPETITION	THE ARTHUR FLEISCHMAN CO. 12585 GRATIOT AVENUE	DETROIT MICHIGAN
	Entries for this competition, either in the form of color renderings or woven samples, 1 foot square, must be received by this date. Contact: The Arthur Fleischman Co., 12585 Gratiot Ave., Detroit, Michigan.		
Thursday Feb. 15- Feb. 16	SEVENTH ANNUAL ADEQUATE WIRING CONFERENCE	NATL. ADEQUATE WIRING BUR. 155 EAST 44TH STREET	SHERATON-GIBSON CINCINNATI, OHIO
	Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Natl. Adequate Wiring Bur., 155 E. 44th St., N.Y. 17, MU. 2-1500.		
Feb. 15- Feb. 17	NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL. CONTACT: M. L. TOULME, 60 HUDSON STREET, NEW YORK 13, N. Y.		
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Feb. 17- Feb. 24	NATIONAL SEW AND SAVE WEEK. SPONSOR: NATL. NEEDLECRAFT BUREAU, INC., 385 FIFTH AVE., NEW YORK 16, N.Y.		
Feb. 17- Feb. 25	HOME BLDRS. ASSN. OF GREATER ST. LOUIS, KEIL AUDITORIUM, ST. LOUIS, MO. CONTACT: H. J. LOOSLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.		
Feb. 18- Feb. 21	PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE. CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 18- Feb. 21	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 18- Feb. 23	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Feb. 18- Feb. 23	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.		

WEEK BEGINNING MONDAY, FEBRUARY 19, 1951

Monday Feb. 19 7:30 P.M.	SEVENTEENTH LECTURE Subject of this lecture will be merchandising. Panel Director will be Helen Berg of Her Majesty Underwear Co.; speakers are: Helen Hall of WOR, Margo Smith Pierce of Curtis Publishing Co. and Helene Theis of Cavendish Corp. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Feb. 20 7:15 P.M.- 9:30 P.M. Apr. 10	HOME LIGHTING COURSE With the cooperation of the Residence Lighting Forum, N.Y. University is offering a complete home lighting course. Designed to meet the needs of the decorator, designer, architect, homemaker, the course will include all the basic knowledge needed to understand lighting language, problems, proper applications of light and lighting design as used decoratively and functionally in today's interiors. Experts will deal with the various phases of the course which will be held for 8 consecutive Tuesdays. For further information contact: Professor Sidney G. Roth, Div. of Gen. Education, N.Y. University, 3 Washington Square North.	NEW YORK UNIVERSITY	WASHINGTON SQUARE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 21 Luncheon	MONTHLY LUNCHEON Bob Considine will be the speaker at this luncheon. PL. 5-4000.	PUBLICITY CLUB OF N.Y.	SHELTON HOTEL Contact: Rita Otway,
Feb. 22	WASHINGTON'S BIRTHDAY (LEGAL HOLIDAY).		
Feb. 22- Apr. 1	ST. PAUL HOME GOODS SHOW, ST. PAUL, MINNESOTA. CONTACT: ST. PAUL GALLERY & SCHOOL OF ART, ST. PAUL, MINNESOTA.		
Feb. 24- Mar. 4	GREATER CLEVELAND HOME & FLOWER SHOW, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: RALPH P. STODDARD, 520 LEADER BLDG., CLEVELAND 14, OHIO.		
Sunday Feb. 25- Mar. 3	NEW ENGLAND HOUSEWARES WEEK AND SHOW This week, a promotion for retailers, will have as its high spot the 18th Annual New England Housewares Show in Boston. Publicity: Carl Masson, Housewares Club of New England, Mechanics Building, Boston 16, Mass.	NEW ENGLAND HOUSEWARES SHOW	MECHANICS BLDG. BOSTON, MASS.

ADVANCE DATES AND NOTICES

Monday Feb. 26 7:30 P.M.	EIGHTEENTH LECTURE Subject of this lecture is Point of Sale and Display; speaker will be Walter Mack. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Feb. 26- Mar. 1	NEW YORK GIFT SHOW The fortieth semi-annual gift show is being held one week later than usual to permit exhibitors to return from the Chicago show. Exhibits will remain open from 9 A.M. to 9 P.M. Monday and Tuesday; from 9 A.M. to 6 P.M. Wednesday and Thursday. On Tuesday, Feb. 27, the National Gift and Art Association which sponsors the Gift Show will hold a breakfast from 8 to 9:30 A.M. in the Cafe Rouge of the Hotel Statler. The annual dinner-dance of the China, Glass & Pottery Assn. of New York will be held on Wednesday evening, Feb. 28, at the Hotel Astor. Contact: George F. Little Management, MU. 9-7147.	GEORGE F. LITTLE MNGMT.	STATLER; NEW YORKER
Monday Feb. 26- Mar. 2	CONFERENCE AND SEMINAR A Personnel Conference will be held on Feb. 26 - Feb. 28, and a Personnel Seminar from Feb. 28 to Mar. 2. Publicity: Edward K. Moss, BR. 9-6055.	AMERICAN MANAGEMENT ASSN. 330 WEST 42ND STREET	PALMER HOUSE CHICAGO, ILLINOIS
Feb. 27- Mar. 2	ALL INDUSTRY FROZEN FOOD CONVENTION, SAN FRANCISCO, CALIFORNIA. CONTACT: E. J. WATSON, PICTSWEET FOODS, INC., MOUNT VERNON, WASHINGTON.		
Feb. 28- Mar. 2	SIXTH SPI REINFORCED PLASTICS MEETING, EDGEWATER BEACH HOTEL, CHICAGO, ILL. CONTACT: LANGDON P. WILLIAMS, SOC. OF PLASTICS INC., MU. 6-1490.		
Wednesday Feb. 28- Apr. 25	ROUND TABLE WORKSHOPS A series of all-day workshops has already started and will continue on the last Wednesday of each month. The Feb. 28th one will cover Care and Repair of Existing Appliances; the Mar. 28 one deals with Urban and Suburban Electrical Living; the final one on Apr. 25 will cover Equipment for Food Preservation. Hours: 10 to 12:30 A.M.; 2 to 4:30 P.M. Cost, \$2 per single session. Registration is from 9:30 to 10 A.M. before each session. Contact: Winifred Johnston, PL. 5-2900.	ELEC. WOMEN'S ROUND TABLE	570 LEXINGTON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 1- Mar. 31	ANNUAL FIG FESTIVAL. SPONSOR: CALIF. FIG INST., P.O. BOX 709, FRESNO, CALIFORNIA.		
Mar. 3- Mar. 11	OAKLAND NATIONAL HOME SHOW, OAKLAND EXPOSITION BLDG., OAKLAND, CALIFORNIA. CONTACT: IRA W. CURRY, OAKLAND AUDITORIUM, OAKLAND, CALIFORNIA.		
Mar. 4- Mar. 7	DENVER GIFT AND JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 WEST OLIVE ST., LOS ANGELES, CALIF.		
Mar. 4 Mar. 8	DETROIT GIFT SHOW, STATLER & BOOK CADILLAC HOTELS, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Mar. 5- Mar. 6	CANADIAN SPI ANNUAL MEETING, MOUNT ROYAL HOTEL, MONTREAL, QUEBEC, CANADA. CONTACT: LANGDON P. WILLIAMS, SOC. OF THE PLASTICS IND., MU. 6-1490.		
Mar. 5- Mar. 9	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 5- Mar. 10	CENTRAL PENNSYLVANIA BLDRS. SHOW, STATE FARM SHOW BLDG., HARRISBURG, PA. CONTACT: J. L. BARREN, 2501 NO. FRONT ST., HARRISBURG, PENNSYLVANIA.		
Monday Mar. 5- Mar. 10	INTERNATL. FLOWER SHOW The 35th International Flower Show will feature town and country gardens this year. It is being held earlier than usual because of an early Easter on March 25. As usual, the Show is being conducted jointly by the Horticultural Society of New York and the New York Florists Club. Publicity: Edward F. Korbelt and Worth Colwell, 480 Lexington Avenue, PL. 9-7340. For information on exhibits contact: Clifford Lowther, 157 W. 58th St., N.Y.	GRAND CENTRAL PALACE	480 LEXINGTON AVE.
Monday Mar. 5- Mar. 11	ANNUAL ANTIQUES SHOW The Seventh Annual National Antiques Show will be held at this time. The lobby is to be decorated with Scalomandre silks, using five-foot panels from the textiles now in Blair House, Colonial Williamsburg, Monticello and so forth. The theme of the show is "Antiques in Decorating." An elaborate lecture program is being arranged with outstanding designers and decorators as speakers. Contact: Morton Yarmon, RE. 3-6010.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN
Tuesday Mar. 6 7:00 P.M.	PUBLICITY COURSE A ten weeks' course on "Fundamentals of Publicity" will start on this date and continue on Tuesday evenings. It is open both to beginners and to publicity executives and will cover all media of publicity as well as the fields of home furnishings, food, fashion and cosmetics, products and personalities. Fee, \$15. Registration forms may be obtained from the Club. Contact: Rita Otway, PL. 5-4000.	PUBL. CLUB OF NEW YORK	HOTEL SHELTON
Mar. 6- Mar. 9	SOUTHEASTERN NEW ENGLAND FARM & HOME CONGRESS, PROVIDENCE, RHODE ISLAND. CONTACT: WM. COTTER, JR., 5 NARRAGANSETT COURT, NARRAGANSETT, R.I.		
Friday Mar. 9 7:00 P.M.- 2:00 A.M.	DINNER DANCE The 1951 dinner dance of this organization will be held in the Grand Ballroom under the title "Bal des Camellias". Quick Magazine is sponsoring this year's programs. Evening dress required. There will be door prizes and a gift for each woman attending. Members are urged to bring clients and their wives. Tickets \$15 each. Contact: Liliane McKinley, Adv. Women of N.Y., 1233 6th Ave., N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 10-	MILWAUKEE HOME SHOW, AUDITORIUM, MILWAUKEE, WISCONSIN.		
Mar. 17	CONTACT: JOHN J. ROACHE, 606 W. WISCONSIN AVE., MILWAUKEE, WISCONSIN.		
Monday	SHORT COURSE FOR	OKLAHOMA A. & M.	STILLWATER
Mar. 12-	INDUSTRIAL EDITORS	COLLEGE	OKLAHOMA
Mar. 17	The fifth annual Industrial Editors Short Course is offered again this year. Contact: Clement E. Trout, Head, Technical Journalism, Oklahoma A. & M. College, Stillwater, Oklahoma.		

LAST MINUTE NOTICE

Tuesday	SHOWING: NEW PATTERNS	UNITED WALLPAPER, INC.	HOTEL AMBASSADOR
Feb. 13-	New Varlar and Trimz patterns will be shown by invitation only during		
Feb. 16	these four days. Publicity: Claire A. Kohn, PL. 5-1000.		

MUSEUM, GALLERY & GARDEN NEWS

Thursday	KNIFE, FORK AND	AMERICAN MUSEUM OF	CENTRAL PARK WEST
Mar. 8-	SPOON EXHIBIT PREVIEW	NATURAL HISTORY	AND 79TH STREET
Apr. 1	This exhibit, prepared by the Walker Art Center of Minneapolis and sponsored by Towle Silversmiths of Newburyport, Mass., traces the growth of these widely used "tools" from prehistoric times to the present day. Part of the exhibit shows the step by step creation of Towle's new design, "Contour", which will be available in April. There are examples in the exhibit from almost every part of the civilized and uncivilized world. The exhibit will be open to the public on Friday, March 9. Publicity: Emily S. Nathan - Helen Erskine, 551 Madison Avenue, PL. 3-4690.		

RADIO AND TELEVISION PROGRAMS

Station KSTP - 3415 University Ave., St. Paul 4, Minneapolis 14, Minn.

Television Programs

11:00 - 11:30 A. M. - Homemaker's Fun Fest - Mrs. Betty Hanscomb. Home-making problems with emphasis on cooking. Daily.

12:15 - 12:45 P. M. - For You - Ladies - Marjorie Ellis McGrady. Each show is built around a theme - etiquette, food and menu ideas, etc. Daily.

12:45 - 1:15 P.M. on- What's Cookin' - Bernice Hulin. Cooking demonstra-
Mon.; 1:00-1:30 P.M. tion with step by step instructions and recipe
Tues. through Fri. flashed on screen. Daily.

1:30 - 2:00 P M. - Cash 'n' Carry - Randy Merriman. "Masked" descrip-
tions of merchandise are given to studio guests;
article goes to highest bidder plus bonus prizes.
Contact: Flo Robinson, Sales Promotion Department.

EDITORIAL AND RADIO REQUIREMENTS

For "Ladies' Daily", WJZ-TV, Scott-Cunningham, Inc., 39 E. 51st St.

This woman's service magazine on TV will commence next week. It will present household equipment, decoration, food, fashions, beauty and child care information and will run five days a week for half an hour from 11:00 to 11:30 A.M. Please address material and photographs to the producers: Scott Cunningham, Inc., 39 E. 51st St., New York 22, N.Y.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL AND RADIO REQUIREMENTS (Cont'd)

For The Woman, 420 Lexington Avenue, New York 17, N.Y. MU. 5-6400

This publication has a new section called Armchair Shopper which is edited by Madalynne Reuter. She would like to receive good straight product glossies and releases with all pertinent information on everything that's new and helpful to the woman. Objects should be in the inexpensive price range and include gadgets, appliances and even heavy equipment in which the price limitation need not be too binding. Interior decorating material is also desired. Address: Madalynne Reuter.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make change below.

Design+, 928 DuPont Building, Miami 32, Florida.

This is a new quarterly magazine dealing with the tropical architecture and arts of Florida. Board of editors: Henry Wright, former editor of Architectural Forum; Lee Childress, former editor of Florida Architecture; Ezra Stoller, noted architectural photographer; Will Burtin, former art director of Fortune.

Women's Fair, 17 East 45th Street, New York 17, N.Y.

This new magazine will appear next fall. It is designed to be sold to customers in department stores with the aim of building traffic and will be franchised to one store in a city. It will be predominantly editorial in content, will have national advertising and store identification and will probably sell for 5¢ a copy. It is planned to have a home furnishing section. Publisher is Elliott Caplin, formerly of Parents Magazine. Associated with him will be his brother Al Capp, the cartoonist. Dorothy Lindner, formerly with Good Housekeeping and Parents Magazine will be advertising director.

Crockery & Glass Journal, 1170 Broadway, New York 1, N.Y.

Florence M. Phillips has left this publication. Her place as Associate Editor has been taken by Marian Anderson.

Living for Young Homemakers, 122 East 42nd St., New York 17, N.Y.

Florence M. Phillips has joined the staff of this publication. She is in the Promotion Department.

Picture and Gift Journal, 408 Olive Street, St. Louis 2, Missouri.

Donald Doctorow has been appointed New York editor for this publication. His offices are at 505 Fifth Avenue, MU. 2-0326.

Gift & Art Buyer, 212 Fifth Avenue, New York 10, N.Y.

Alistair P. Masson is no longer Associate Editor of this publication. His place has been taken by Raffaella Pastore.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.